

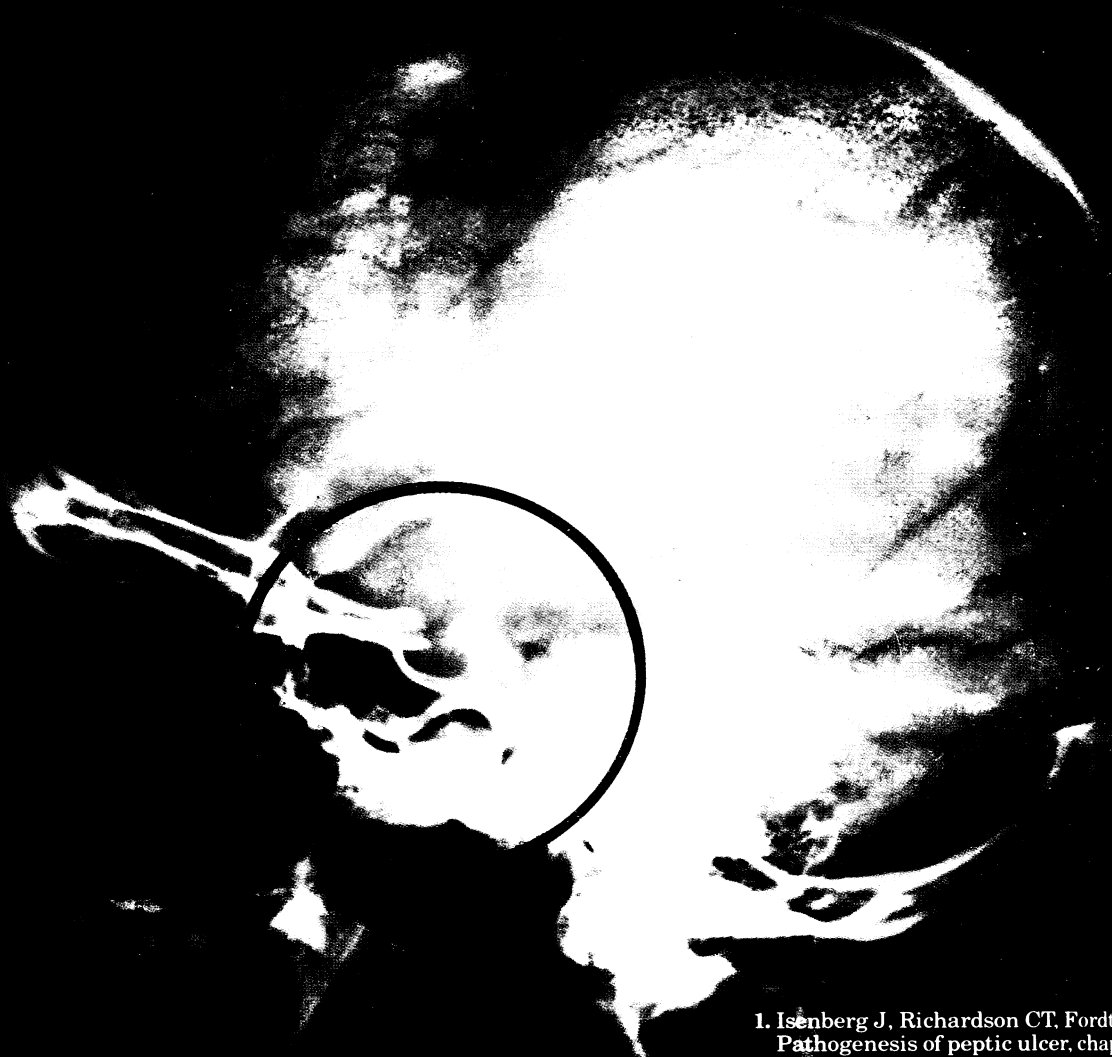
# The stress-secretion relationship in duodenal ulcer\*

The best available evidence suggests that anxiety and emotional tension stimulate acid-pepsin secretion.<sup>1</sup> Also, the development of an ulcer crater in predisposed individuals, or the aggravation of ulcer symptoms, is often typically preceded by a stressful event or situation. *Anxiety* in particular seems to play a determining role in the course and prognosis of the disease, as well as its etiology.

## A psychobiologic treatment

To obtain comprehensive relief, many duodenal ulcer patients need more than specific, acid-inhibiting medication—they also need dependable reduction of associated anxiety and emotional tension. With adjunctive Librax you can conveniently give your patient *both* clinical benefits from a single medication.

The pituitary gland plays a key role in the neurohormonal response to emotional stress, leading to an increase in gastric secretion.<sup>2</sup>



ROCHE

\*Librax has been evaluated as possibly effective for this indication.

Please see brief summary of prescribing information on last page of this advertisement.

1. Isenberg J, Richardson CT, Fordtran J. Pathogenesis of peptic ulcer, chap. 46. *Gastrointestinal Disease*, ed. 2, edited by Sleisenger MH, Fordtran JS. Philadelphia: W.B. Saunders Company, 1978, vol. 1, pp. 800, 801.
2. Sun DCH: Etiology and pathology of ulcer, chap. 27, in *Gastroenterology*, edited by Bockus HL, et al. Philadelphia: W.B. Saunders Company, 1974, pp. 57.

2 8 9 5  
VALID DATES\*

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7-CHLORO-8-(METHYLAMINO)-  
5-PHENYL-3H-1,4-BENZODIAZEPINE  
4-OXIDE HYDROCHLORIDE

\* NOT VALID IF SUBSTITUTED

## Do you know me?

I'm the first benzodiazepine used clinically  
I've been around for 20 years  
I have a quarter century of documented efficacy  
I have an excellent safety profile  
I have a predictable patient response  
I have minimal effect on mental acuity; during  
therapy, however, caution is advised against  
driving or use of alcohol.

If my name slips your mind, turn the page.

2 8 4 0

VALID DATES\*

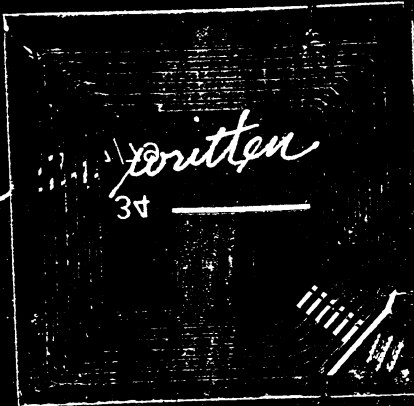
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**LIBRIUM®**

**CHLORDIAZEPOXIDE HCl/ROCHE**

\* NOT VALID IF SUBSTITUTE

*Dispense*



Please see adjacent page for summary of product information.